ABSTRACT

Systems and methods are described for determining conflicts between user concerns and a Web site privacy policy. A set of user concerns is compared to the privacy policy to identify any potential problems that might exist for the particular user. If any conflicts are found between the privacy policy and the user concerns, the privacy policy is transformed to provide a user view that emphasizes the concerns that are conflicted. As a result, the user can focus on only the portion(s) of the privacy policy that are of interest to the user.

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